

I CLAIM:

1. An on-line newspaper publishing system for preparation of one or more publications, including:

- 3 a networked host server;
a composition computer connected to said host server; and
an image database, associated with the server and accessible by the
6 composition computer, that defines at least the following,
content to be prepared for publication in a digital edition hosted on the
host server;
9 at least one layout template wherein the template defines at least a
region on a web page for the display of a preview image of a display
advertisement;
12 image files, including images of full-size display advertisements and
corresponding reduced-size preview images; and
browser-readable code representing a web page, wherein the web
15 page has at least one link to an image file.

2. The on-line newspaper publishing system of claim 1, wherein the preview images are automatically produced from the full-size image files.

3. The on-line newspaper publishing system of claim 2, wherein the preview images are produced in accordance with at least one predetermined size
3 requirement.

4. The on-line newspaper publishing system of claim 3, wherein the predetermined size requirement is defined by region on a web page for the display
3 of a preview image of a display advertisement as dictated by the at least one layout template.

5. The on-line newspaper publishing system of claim 1, wherein the preview images are automatically associated with content in a web page viewable by a
3 networked computer connected to the host server, and where the preview images are also hyperlinks to the full-size display advertisement images.

6. The on-line newspaper publishing system of claim 1, wherein the preview images are periodically moved relative to one another on the web page.

7. The on-line newspaper publishing system of claim 1, wherein the location of the preview images is determined as a function of the category of the web page.

8. The on-line newspaper publishing system of claim 1, wherein the content is archival content and wherein the image files, including images of full-size display
3 advertisements and corresponding reduced-size preview images, are current advertisements.

9. A method of preparing an on-line news publication via an electronic publishing system in a computer, the method including the steps of:
3 collecting advertiser digital copy from a print media source;
creating, using an image size reduction operation, a reduced-size preview image of the advertiser digital copy, wherein at least one dimension of the preview
6 image is determined in accordance with a predetermined size;
associating text-based content with the preview image in a web page, wherein the preview image is a selectable object that is linked to a full-size image of the
9 advertiser copy; and
publishing the web page.

10. The method of claim 9, further including the step of digitizing the advertiser hard copy from a print media source to create the advertiser digital copy.
3 as a digital image.

11. The method of claim 10, wherein the step of digitizing the advertiser hard copy creates a digital image in a graphics interchange file format (.gif).

12. The method of claim 9, wherein the step of creating a reduced-size preview image includes retaining the aspect ratios of the digital copy so as to
3 facilitate the placement of dissimilarly sized advertisements in locations having a common dimensional limitation.

13. A method of preparing an on-line news publication web page, including display advertising for distribution via a network, the method including the steps of:
3 determining the size of full-size display advertisement images to be incorporated into the web page;
successively opening a plurality of the advertisement images, and resizing at
6 least one such image so as to adjust the size to meet at least one dimensional requirement of the web page, and saving the resized image data as a preview file;
incorporating the preview file into the web page; and
9 uploading the web page for access by other computers.

14. The method of claim 13, wherein the one dimensional requirement is an image width limitation.

15. The method of claim 14, wherein the resized image width limitation is a 200 pixel column width limitation associated with the web page layout.

16. The method of claim 13, wherein the resized image is automatically scaled in at least two dimensions in accordance with the at least one dimensional
3 requirement.

17. The method of claim 13, wherein the preview files are automatically associated with content in a web page and where the images within the web page are also hyperlinks to an associated full-size image.

18. The method of claim 13, wherein the preview files are periodically moved relative to one another on the web page.

19. The method of claim 13, wherein the location of the preview images is determined as a function of a category of the web page.

20. The method of claim 13, wherein textual content displayed on the web page is archival content and wherein the image files, including images of full-size display advertisements and corresponding reduced-size preview images, are current advertisements.

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